



Telford & Wrekin
Co-operative Council

Protect, care and invest
to create a better borough

TELFORD

EVENTS

SPONSORSHIP OPPORTUNITIES 2026



Partner with events that bring communities together.

**Telford & Wrekin
Council Culture and
Events delivers and
supports a year round
programme of high
profile, free and
family friendly events
that attract tens of
thousands of residents
and visitors each year.**

Our events programme is about more than entertainment. It celebrates community pride, supports local wellbeing, showcases our parks and heritage, and helps make Telford and Wrekin a vibrant place to live, work and invest.

By sponsoring our 2026 events programme, businesses have the opportunity to align their brand with positive social impact, demonstrate their commitment to local communities, and gain meaningful visibility with diverse audiences across the Borough.

Why sponsor Telford and Wrekin events?

Sponsoring our events is a powerful way to support **social value and corporate social responsibility objectives**, while connecting directly with local people in a positive, family focused environment.

Our sponsorship partners benefit from:

✓ **Community impact**

Support free and accessible events that bring people together, promote wellbeing, celebrate culture and encourage active lifestyles.

✓ **Strong local reach**

Engage directly with residents, families and visitors from across Telford and Wrekin and beyond, at well established, well attended events.

✓ **Brand alignment with place**

Position your organisation as a supporter of local pride, community life and cultural activity in Telford and Wrekin.

✓ **Flexible opportunities**

From headline sponsorship to in kind support, we offer a range of packages to suit different budgets, objectives and sectors.

✓ **Meaningful engagement**

Opportunities to interact with audiences' face to face, not just through logos, from activity sponsorship to experiential presence on the day.



What sponsorship can include

Sponsorship packages can be tailored to your objectives and may include:

- **Banner advertising spaces** (1m x 2m) at events (*Banners to be provided by the sponsor*)
- **Press and media coverage** with opportunities for sponsor mentions where appropriate in event related media coverage
- **Free promotional stand** at selected events
- **Logo and brand inclusion across event marketing**, including:
 - Social media posts
 - Printed event materials
 - Event signage
- **Commentary mentions and thank you acknowledgements** during events (where appropriate)
- **Private meet and greets with performers** or key figures (where appropriate)
- **Digital exposure**, including:
 - **Logo and name inclusion on e-shots to our What's On e-shot subscribers** (12,000 recipients)
 - **Inclusion in the Council's weekly e-shot from the Leader of the Council** (16,000 recipients)
 - **Promotion across a multi channel social media network** reaching over 125,000 engaged followers.

Premium opportunities:

Telford Balloon Fiesta

Our flagship event offers enhanced sponsorship visibility, including:

- **Logo inclusion** on 'logo screen' at the Balloon Fiesta
- **Big screen advertising** (10m x 6m)
- **Access to VIP bar area** and Night Glow
- **Headline sponsor** of the Night Glow event
- **In kind sponsorship opportunities**

Gold, Silver and Bronze packages are available, ranging from £5,000 to £25,000.

Please contact us to discuss options.

Activity and entertainment sponsorship

- **Sponsor an activity or entertainment act**

Packages available from £250

A great way to directly support family activities, performances or interactive experiences while gaining positive brand association.



Get involved. Reach thousands. Support your community. Be seen where it matters.

If you're looking to support your local community, raise your profile and be part of events that matter to people across Telford and Wrekin, we'd love to hear from you.

☎ 01952 380988

✉ events@telford.gov.uk

Let's build partnerships that deliver memorable events and meaningful impact.



2026 Event dates:

Spring into St George's Day **25 April**

Telford Walk Week **25–31 May**

Armed Forces Family Fun Day **28 June**

Telford Balloon Fiesta **28, 29 and 30 August**

Ironbridge Gorge World Heritage Festival **September**

Telford Day **29 November** | Festive Gardens **December**